

**ASU/Scottsdale Center  
for New Technology and Innovation**

Presented to  
Scottsdale City Council, Businesses and Residents

by  
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## Not a Real Estate Deal

- Participants —
  - City of Scottsdale
  - ASU Foundation
  - Arizona State University
- ASU's principal roles —
  - Conceptualize and design an original, world-class “assembly point” for knowledge/technology businesses (not a traditional research park, business park or university campus)
  - Place key ASU units in the Center to help attract a variety of businesses, entrepreneurs and knowledge workers

## Economic Development in the Knowledge Economy

### ➤ Requirements

- highly-educated, “creative-class” workers
- innovative and creative businesses willing to take risks
- distinctive products and services
- venture capital
- universities and private research firms in alignment with local economic goals
- ability to act quickly
- good quality of place
- patience

## Economic Development in the Knowledge Economy

- Innovation-driven industries create substantial wealth
  - pay high wages
  - spawn new businesses
  - attract knowledge workers
  - stimulate/revitalize local economies
  - have global markets
  - import money

## Technology Fusion

- Some promising new commercial opportunities
  - next-generation televisions and video displays
  - digital/holographic animation and special effects
  - virtual/mixed reality
  - smart clothing
  - entertainment and domestic robotics
  - skycars
  - intelligent personal medical devices
  - genetaceuticals
  - supermaterials
  - smarter, smaller everything

## At the Center

- ASU innovation, enterprise and education units
- Technology-focused businesses
- Retail: shops, cafes, restaurants
- Investors and financial services
- Digital and video artists
- Professional business support services
- Community education programs
- Technology commercialization organizations
- Other compatible businesses

## **Innovation in Business and Technology (examples)**

- ASU Technopolis
- Arizona Technology Enterprises, LLC
- ASU student-focused entrepreneurship programs
- Businesses that have or want alliances with ASU research and talent
- Technology-focused service providers
- Businesses that seek benefits of knowledge cluster critical mass

## **Innovation in Digital Arts (examples)**

- ASU's Arts, Media and Engineering Program
- Next generation simulation, gaming and digital entertainment entrepreneurs
- Grant-writing program for research opportunities at the nexus of information technology, digital arts and entertainment

## **Innovation in Community Education (examples)**

- ASU's Technology-Based Learning and Research program
- ASU's President's Enrichment Series
- Joint Scottsdale Community College-ASU programs
- ASU's Institute for Advanced Studies

## Why Businesses Will Engage

- Interaction with ASU units located in the Center
- Proximity to research and knowledge activities at ASU Main
- Scottsdale's national reputation, amenities, businesses and quality of life
- Proximity to route 101, airport
- Best-in-class architectural design
- Cluster of knowledge-business opportunities
- Nothing else like it in Southwest

## Going Forward

- Study and learn from technology parks, creativity centers, digital arts projects around the globe
- Add business themes that build on Scottsdale's, ASU's and Arizona's assets and aspirations
- Engage best-in-class architects
- Work with neighbors, businesses and the City to establish a design
- Identify potential additional partners
- Develop and market first building

## Concept Summary

- Original, world-class "assembly point" for technology businesses, researchers, knowledge workers and investors
- Attract a variety of businesses and retail tenants that reflect market realities
- Not a traditional research park or campus
- Focus on technology commercialization
- Transdisciplinary: intersection of engineering, art, science and entrepreneurship